

A woman with curly brown hair, wearing a grey beret and a brown coat, is smiling and looking down at a red smartphone in her hand. She is also carrying a brown bag over her shoulder. The background is a blurred city street.

 mfour

**WHY, AND HOW,
YOU SHOULD LISTEN
TO CUSTOMERS.**

Why, and how, you should listen to customers.

If you're not – another brand will.

Let me explain.

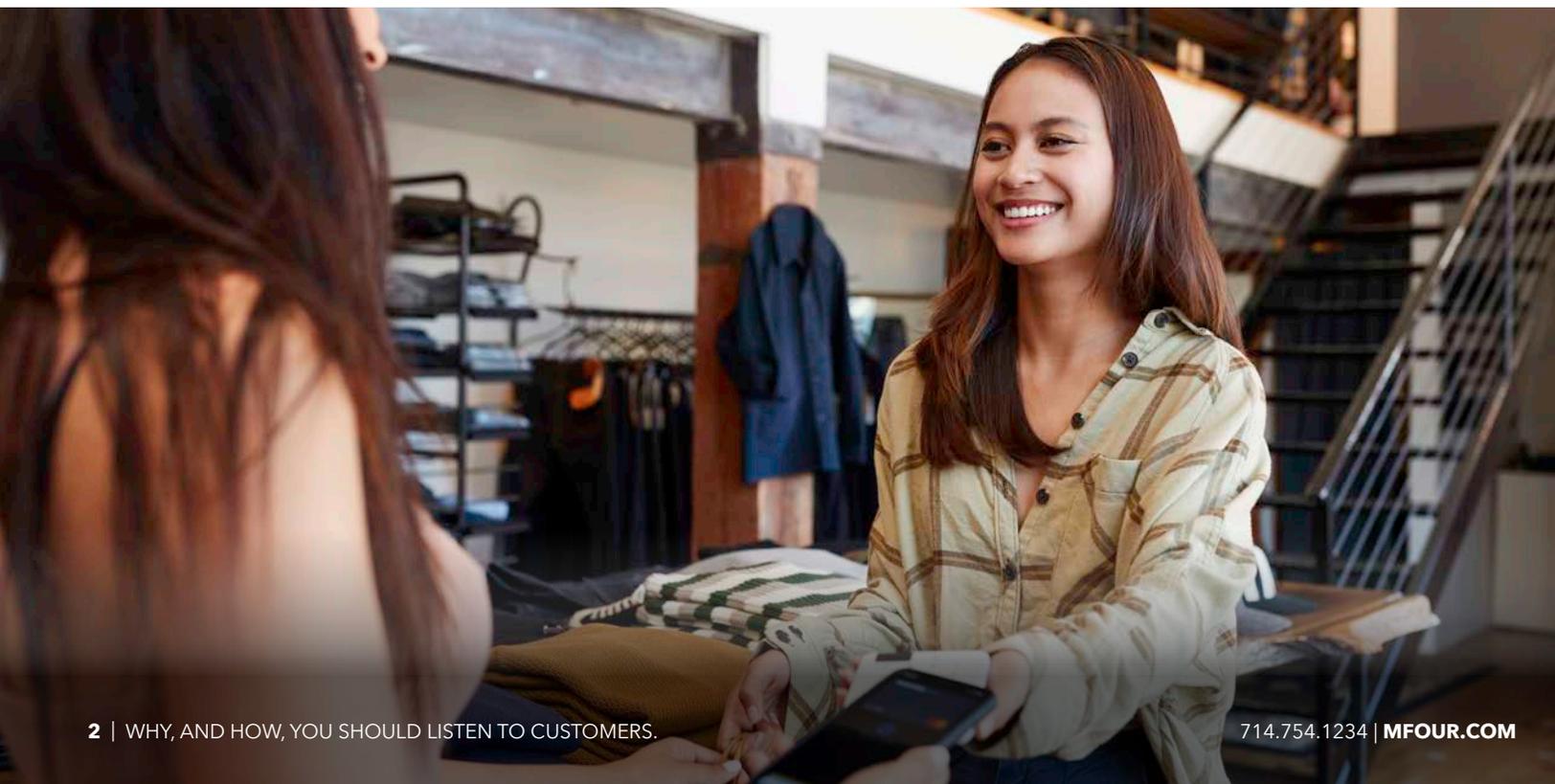
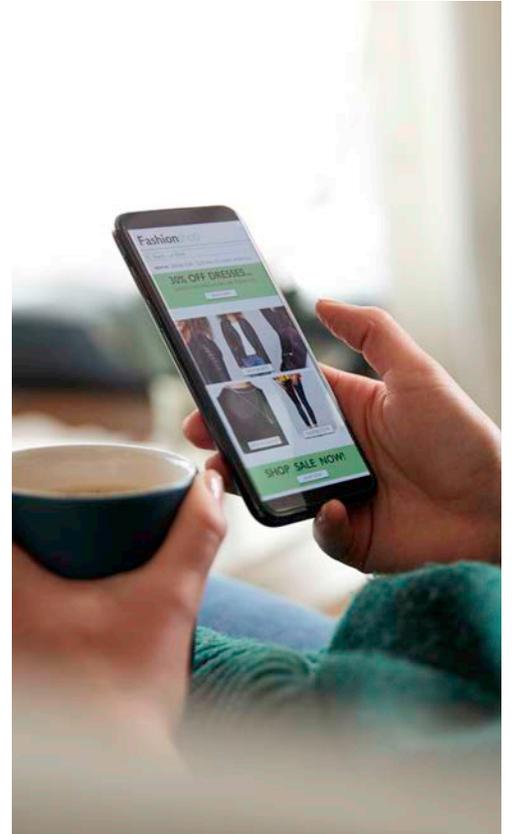
Customer experience (CX) has quickly become the #1 priority for businesses – it beats out pricing **and** product.

In fact, companies that earn \$1 billion annually can earn an additional \$700 million within 3 years of investing in customer experience.¹

Wondering where the growth comes from?

The customer.

Long gone are the days where product quality was the key to winning customers. Now, a great customer experience is. It's also how you'll get 86% to pay you more.²



Here's why to listen ... and exactly how to do it.

First up, why.

This one's easy. It reduces your churn, improves loyalty and increases retention.

To put it into perspective, 1 in 3 customers leave a brand they love after one negative experience. And, 92% will leave after two or three negative experiences.¹

Yikes.

Avoid that. Find out what your buyers want and need.

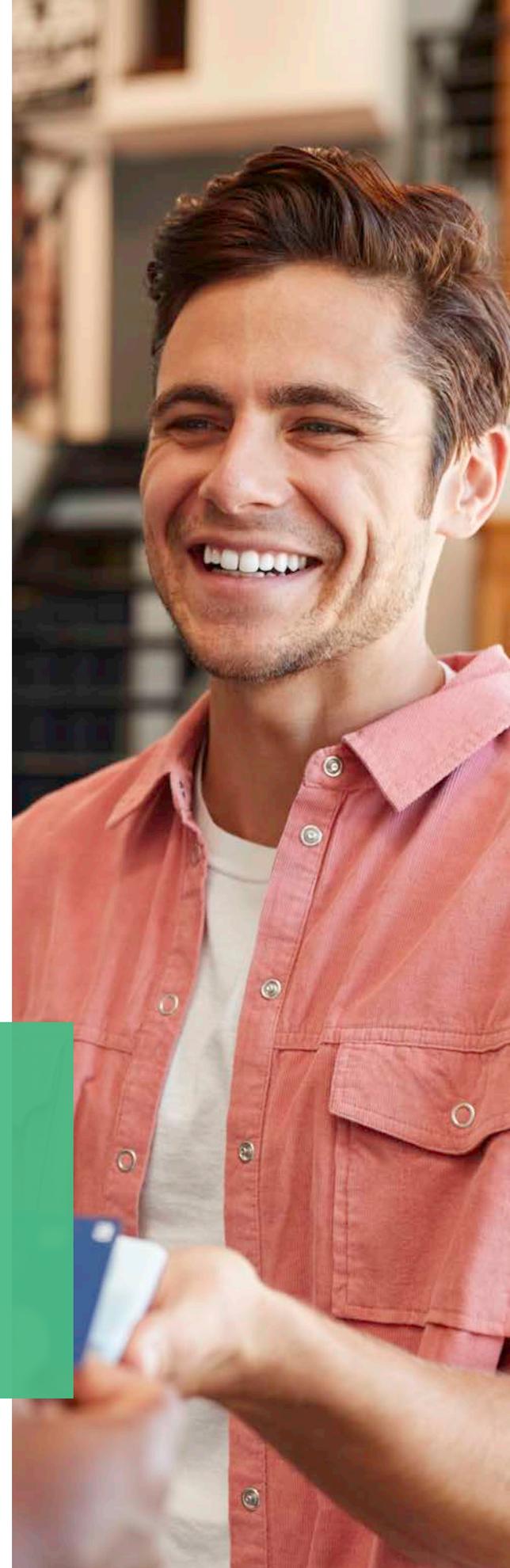
Then give them an excellent customer experience on all channels. That's the key to keeping customers happy and reducing churn. It sets you apart – only 44% of companies increase CX investment.¹

So where should you focus?

Here are 3 ways to get the best data, so you can craft a perfect customer experience.

1. Engage.
2. Analyze.
3. Invest.

We'll start with engagement.



Step 1: Engage with customers on their preferred channels.

Listen to your audience.

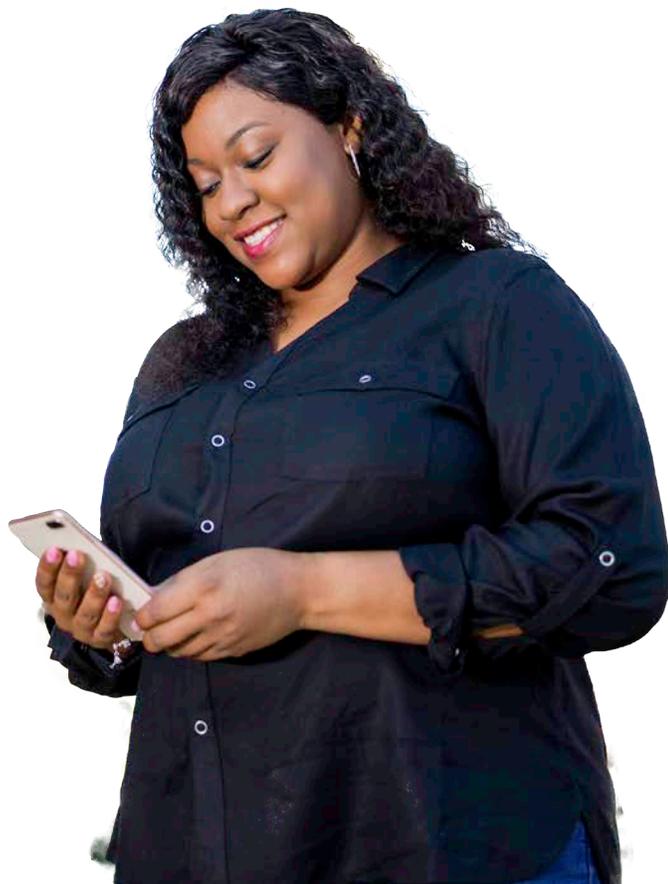
The key to a great customer experience is making customers feel comfortable. Find out what they like. Do they go in-store or shop online? In 2022, life will get more omnichannel.¹ So your CX initiatives have to be consistent across all channels.

Then, consider your target market.

Are you a niche for Gen Z, Millennials, Gen X?

Okay, now lean into their preferred channels. To avoid playing a guessing game, you can analyze how and where your targets shop. Then survey them for [Omni-Traffic™ consumer intelligence](#).

More on analysis next.



Step 2: Analyze what makes customers leave your store or site.

Here's a stat.

Only 1 in 26 unhappy customers complain.¹

The rest ... say nothing. That's scary. It means you never have a chance to fix what went wrong. Don't be the brand that mistakes no negative feedback for a sign of high satisfaction. It may be a façade.

I know what you're thinking...

"How do I know if they're unhappy?"

You ask.

Look at their history. See the apps they go to, websites they hit, and stores they visit. Then, based on their actions, ask – "how does our brand stand up to the competition?"

Get feedback straight from your actual buyers.

Then, adjust your strategy as you need to create an amazing customer experience. Hear it all. The good, the bad and the ugly.



Step 3: Invest in real-time research, then trend it over time.

Start a trend.

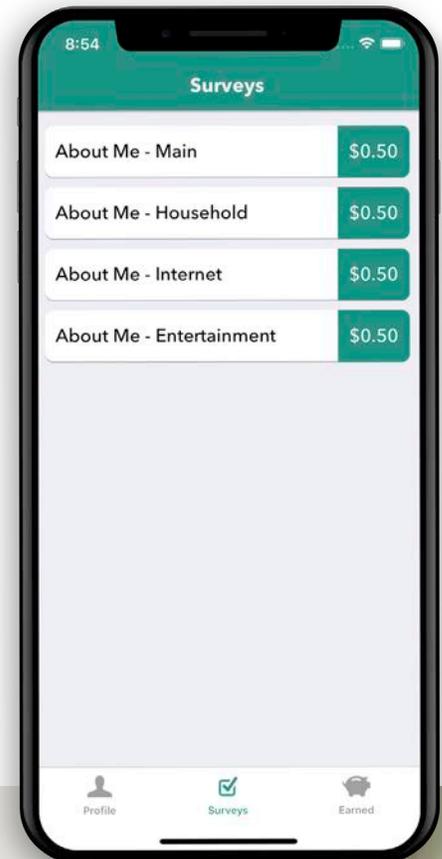
No, a buyer's trend, silly. Use the data you're collecting and trend it over time.

Pair data together. Start by collecting consumer attitudes, brand preferences, media habits, demographics and lifestyles characteristics.³ Then put it on a single platform.

It's waiting for you, [here](#).

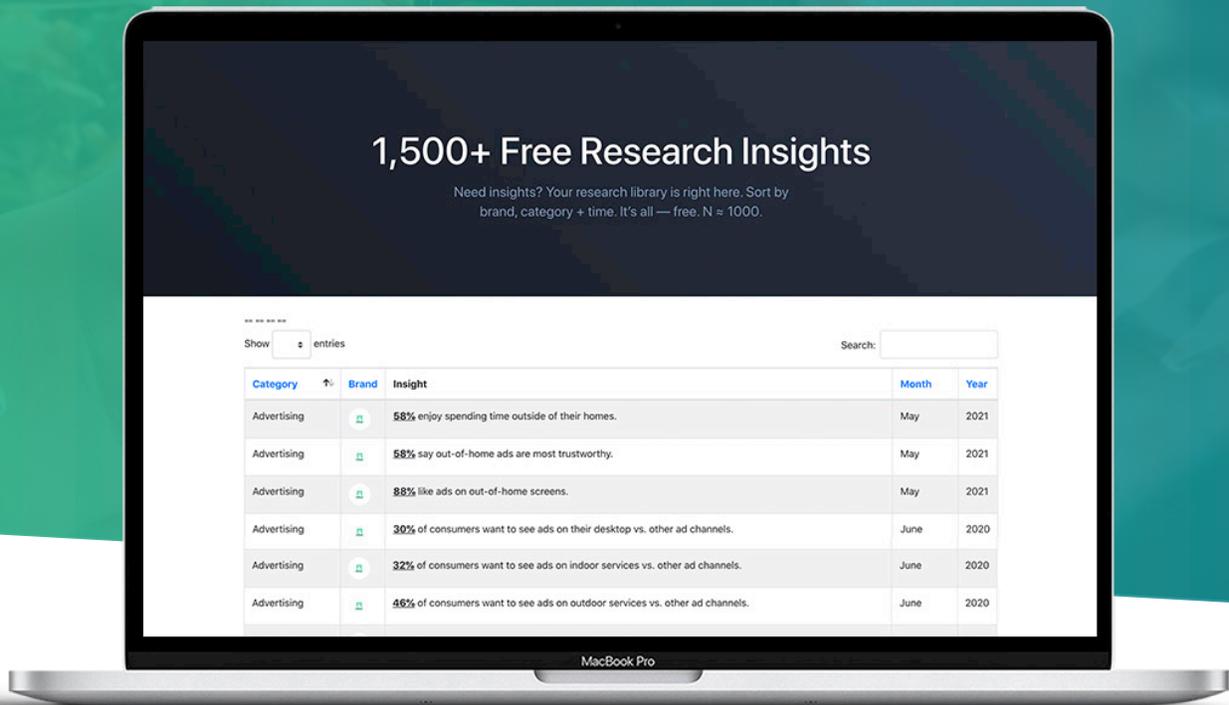
Atlas Views™ is the first omnichannel consumer insights platform. You can use it to analyze app, web + location journeys from your target audience. Then, like we talked about, you can survey those consumers to learn why they took actions.

You've got this.



Need more?

Start with this – a library of free research. Data doesn't have to be expensive – you can get these 1,699+ insights free. Use the research to capture the insights you need by brand, category and time. It's quick, accurate, free – and at your fingertips.



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References:

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